

As Info...

ROU Briefs 1/18/95

For: AVP/RM/RBM/ROM/CAM

FSC-14-A

→ Enhancement Program - Payments.....

We are pleased to announce the continuation of the TPS/Voucher payments for the Enhancement Program in 1995. In accounts where it is to RJR's advantage to pay for enhancements via TPS or vouchers and not on the contract pay register, see the attached Enhancement Program table.

If you have any questions, contact:

Tom Sullivan	-	Ext. 2572
Ron Grout	-	Ext. 2196
Rich Pettorini	-	Ext. 1052
Mike Buckler	-	Ext. 1625

→ Universal Slide By Kit - Item No. 237404.....

MC The packing of the Universal Slide By Kit is being changed to enable you to order only the necessary parts required to install one slide by kit. This will reduce your overall cost as well as offer the flexibility to ship parts to a retail store.

Item #478190 - Brackets for Package Merchandiser Slide By - includes all the brackets to attach to the back of the package fixture which slides in front of the stationary fixture(s).

Item #478172 - 7-Column Package Merchandiser Track Kit for Slide By - includes tracks for one 7-Column Package Merchandiser.

Item #478181 - 9-Column Package Merchandiser Track Kit for Slide By - includes tracks for one 9-Column Package Merchandiser.

Item #478160 - 11-Column Package Merchandiser Track Kit for Slide By - includes tracks for one 11-Column Package Merchandiser.

Example: Installation of a 11-Column Slide By in front of two 11-Column Package Merchandisers.

Required Items

Item #478190 1 each

Item #478160 2 each

These items are in the warehouse and ready for immediate shipment.

Program contact: B. E. Oringerff
(Ext. 7463)

→ Sales Materials System Enhancements.....

We are pleased to announce enhancements which will streamline the SMS Order Entry process for Field Sales. The enhancements will be phased in as follows:

PHASE I

- Realign categories and items to better define and group the types of materials by January 23. Realignment of items was based on Field Sales input.
- Revise function 402 category entry to coincide with the new list of categories, by January 23rd. Other pertinent reports currently utilized by Field Sales will also reflect this regrouping.

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Note: A complete list of the new categories is attached.

PHASE II

- Field Sales will be receiving inventory availability reports that will provide updates and status of materials, i.e., new, active, and discontinued items.
- Based on the above revisions, only three types of order forms will be needed to place an order:
 - Special Diagram Order Forms
 - Generic Order Form
 - Spare Parts Order Form

The enhancements and revisions will make it easier to find items and will reduce the number of forms, fact sheets, FSC letters, and correspondence currently being used to inform the Field of changes.

Phase II enhancements are scheduled to be complete by the end of the first quarter. Should you have any questions, contact Don Esposito (Ext. 6204), Chris Gunzenhauser (Ext. 6997) or Don Williams (Ext. 5503).

→ New MONARCH Gun/Ordering Procedures.....

The second phase in efforts to improve the quality look of our discounting activity is complete. The new MONARCH label gun and high impact blue labels are now available for order.

As was communicated in October, this upgrade is intended to enhance the quality presentation of our buydowns/VPRs to the consumer. The new guns only require one label inventory since either a "cents off" message or the dead net price can be programmed to print from the gun. The labels are smaller allowing for either a front facing or top of pack application as well.

Allocations for guns have been loaded into the system based on your region's response of needs and are available for order immediately (commodity #476285). The new VPR labels are on open order and available as well (commodity #476333).

Return Procedures

All old MONARCH guns should be returned to Winston-Salem for credit. Sales Representatives/part-time Sales workers should be instructed to utilize the box their new gun came in and return by the following procedures:

Ship to: R. J. Reynolds Tobacco Co.
c/o GATX Logistics
5900 Grassy Creek Boulevard
Winston-Salem, NC 27105-1205

All boxes should be clearly labeled on the outside with the return code RA#44-36401 and returned through UPS.

Program Contact: Bill Duffy, ext.#3466

→ Best Practices (Sharing) Ideas.....

Value Added Stipulations for Direct Accounts.....

Tim Gillespie, Cincinnati ROM has developed a letter for Direct Accounts announcing the continuance of the Value-Added Program in 1995. The letter, copy attached, stipulates in detail the responsibilities of RJR and the Direct Account in implementing the Value-Added program. The letter, as written, is approved by the Law Department.

R.J. REYNOLDS TOBACCO COMPANY
Attachments

ENHANCEMENT PROGRAM - PAYMENTS ATTACHMENT

<u>Hand-Held/PC Designation</u>	<u>Rate</u>	<u>Units</u>		
FPDT Counter	\$1.00	1-45	Maximum Payment	\$45
FPDT Floor	\$1.00	1-45	Maximum Payment	\$45
FPDT Sign	\$1.00	1-20	Maximum Payment	\$20
SDT Counter	\$1.00	1-40	Maximum Payment	\$40
SDT Floor	\$1.00	1-40	Maximum Payment	\$40
SDT Sign	\$1.00	1-20	Maximum Payment	\$20

SALES MATERIALS SYSTEM ENHANCEMENTS ATTACHMENT NEW MAJOR SMS CATEGORIES

Temporary Workplan POS
Temporary Promotion POS
Pre-Printed Coupons/VPR
Retail Support/Supplies
Permanent POS
Counter Displays
Floor Displays
Package Merchandisers
Pack/Carton Fixture
Metal Flex Components
Spare Parts
Security Systems/Components
Specials Package/Carton
Military
Sales Supplies (Miscellaneous)
Forms
Presentation Materials
Public Affairs
Personal Selling
Catalogs
Refurbished Fixt/Disp
Merch. Refurb Supplies
Premiums/Gifts
Training Materials
ROU Sales Rep Controlled Items

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